



**UNIVERSITY TEKNOLOGI MARA (UITM) CAWANGAN TERENGGANU
KAMPUS DUNGUN**

FACULTY OF HOTEL & TOURISM MANAGEMENT

**FACTOR INFLUENCE SERVICE QUALITY AT HOTEL IN KUALA
TERENGGANU**

CAROLINE ANAK FRANCIS

(2014931293)

IREINE ANAK STEWARD MAURICE

(2014125211)

BACHELOR OF SCIENCE (HONS) IN HOTEL MANAGEMENT – (HM240)

JANUARY 2018

Table of Contents

Chapter	Contents	Pages
	<i>Abstract</i>	<i>i</i>
	<i>Acknowledgements</i>	<i>ii</i>
	<i>Table of Contents</i>	<i>iii-iv</i>
	<i>List of Tables</i>	<i>v</i>
	<i>List of Figure</i>	<i>vi</i>
1	INTRODUCTION	
	1.0 Overview	1-2
	1.1 Problem Statement	2-3
	1.2 Purpose of Study	3
	1.2.1 Objective of the Study	3
	1.3 Significance of Study	3-4
2	LITERATURE REVIEW	
	2.0 Overview	5
	2.1 Service Quality	5-6
	2.2 Customer Satisfaction	6-7
3	METHODOLOGY	
	3.0 Overview	8
	3.1 Research Design	8
	3.2 Population and Sample	9
	3.3 Data Collection Method	9
	3.4 Data Analysis Strategy	10
4	ANALYSIS AND RESULT	
	4.0 Overview	11
	4.1 Overall of Reviews	11-12
	4.2 Variable of Hotel	12
	4.3 Descriptive Analysis Result	13-15

LIMITATION, RECOMMENDATION AND CONCLUSION

5.0 Overview	16
5.1 Discussion	16
5.2 Limitation and Recommendation	16-17
5.3 Conclusion	17-18

APPENDICES

Appendix I : Duyong Marina Resort	19-22
Appendix II: Felda Residence	22-24
Appendix III: Hotel Grand Continental	25-36
Appendix IV: KT Mutiara	37
Appendix V: YT Midtown	38-39

REFERENCES	40
-------------------	-----------

List of Table

Table 4.1.1	Overall of Review
Table 4.3.1	Positive Review
Table 4.3.2	Negative review

Abstract

Hotel industry and tourism contributes to the economic development of the state of Terengganu. The industry is challenged with various obstacles and problems in the terms of fulfilling the prospect of their guests through the delivery of high quality services. Quality service delivery allows and ensures that the guests who are staying at the hotel become loyal customers to the hotel. This study is to examine factor of service quality that influence customer satisfaction in selected resorts and hotels in Kuala Terengganu. The study applies secondary data obtained from various websites from the internet related to these hotels. Based on the review have been made, we do review both negative and positive comments. The results indicate that the highest variable that influence customers satisfied with the hotel is rooms.